



User Perspectives, Equity and the Future of Cycling

Angela van der Kloof - Mobycon



BICYCLE PLANNING

Master plans and network design
Customized design manuals
Facility design and design review
Policy and planning master classes



PUBLIC TRANSPORT



PUBLIC SPACE

Design and redesign of complete streets and Shared Space streetscapes



MOBILITY MANAGEMENT/ TRAVEL DEMAND MANAGEMENT



Travel plans
Municipal mobility scans
Smart working scans



TRAFFIC SAFETY

Design of infrastructure
Road safety and collision analysis
Educational programs



PARKING

Surveys
Parking policies
Facility design



EDUCATION

Lectures and workshops for planners and engineers
Traffic safety curriculum for school children
Bicycle skills courses and training for bicycle trainers



STUDY TOURS

Customized study tours to The Netherlands
Peer exchanges with Dutch engineers and planners



TRAFFIC | TRANSPORT | MOBILITY

WWW.MOBYCON.COM

North American Experience 2010 - 2016

US: Boulder, Pittsburgh, Minneapolis, Chicago, Indianapolis, Washington DC, Milwaukee (!)

Canada: Ottawa, Vancouver, Halifax, Hamilton, Waterloo, Winnipeg, Victoria, Calgary

Mexico: Mexico City

Visits from North Americans to the Netherlands,

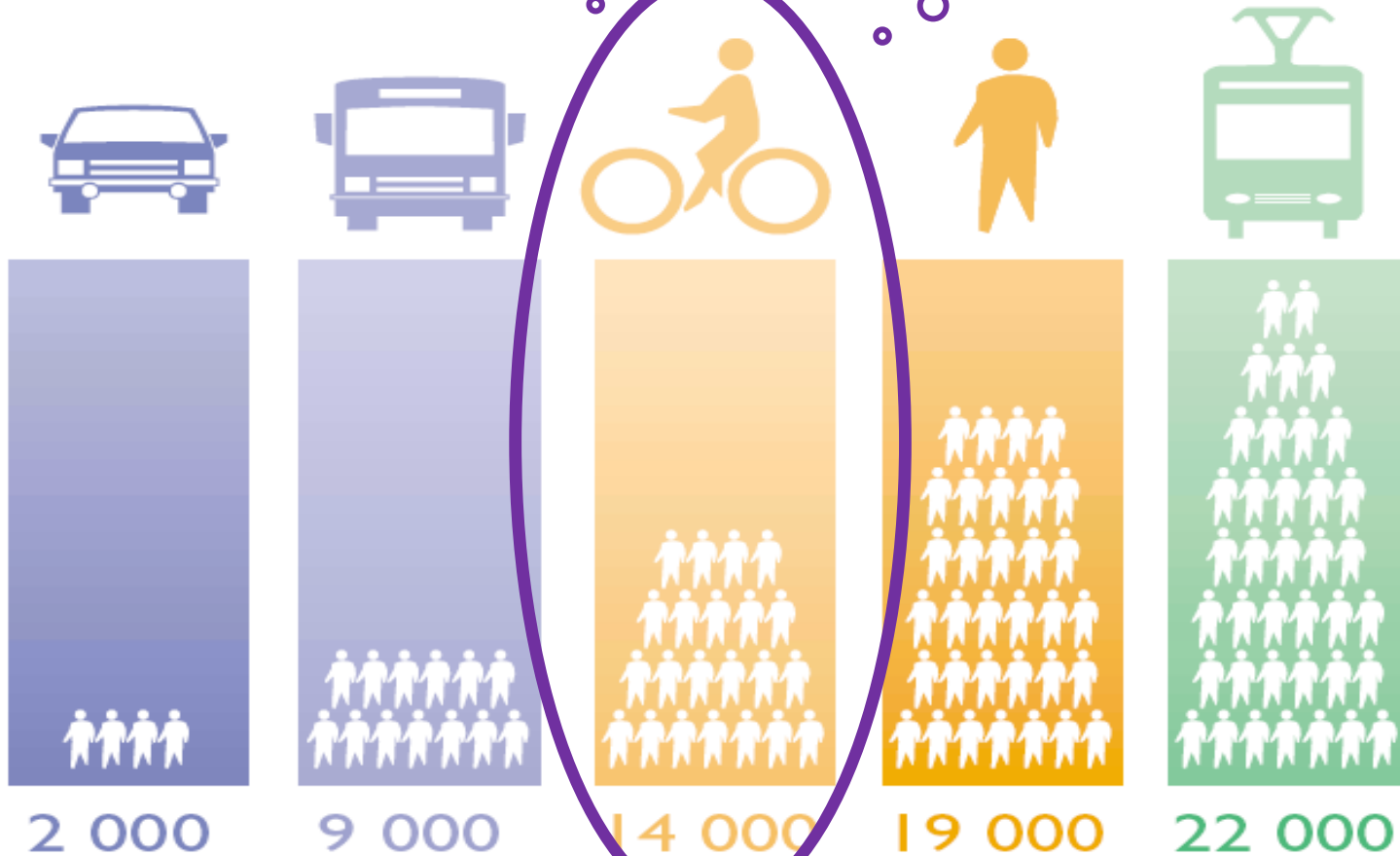
Guestlectures, Webinars

-
1. Why we should think about user perspectives
 2. Demographics and trends of cycling in the Netherlands
 3. Equity and Cycling in the Dutch context
 4. The Future of Cycling

1. Why we should think about user perspectives

Who are cycling now?

Who are new potential cyclists?



*More people using the cycling facilities =
a more sustainable transport system*





*The broader and more inclusive the audience,
the bigger the societal gains*

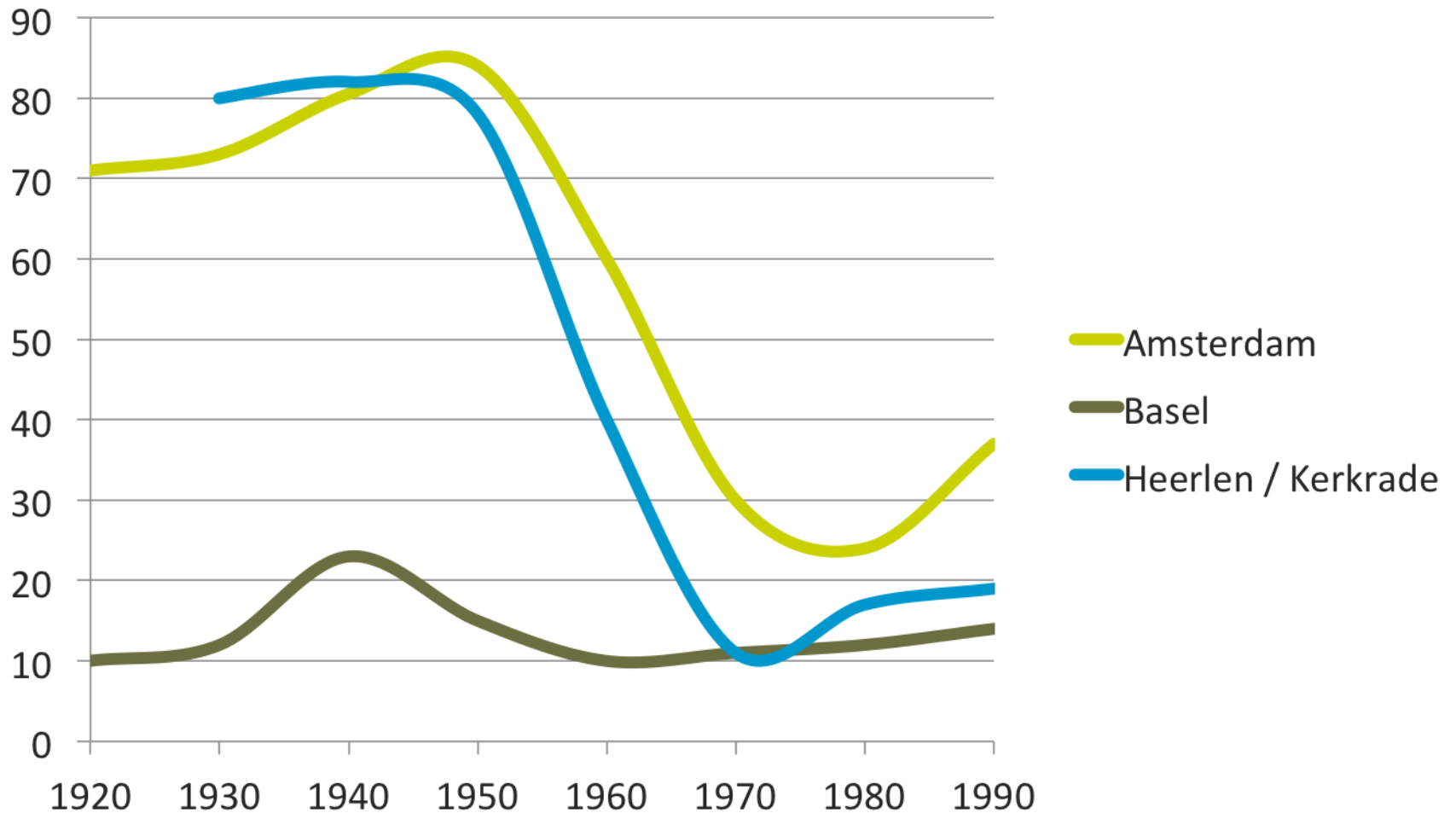
Different groups of users have different needs



Photo: Mark Treasure, @AsEasyAsRiding

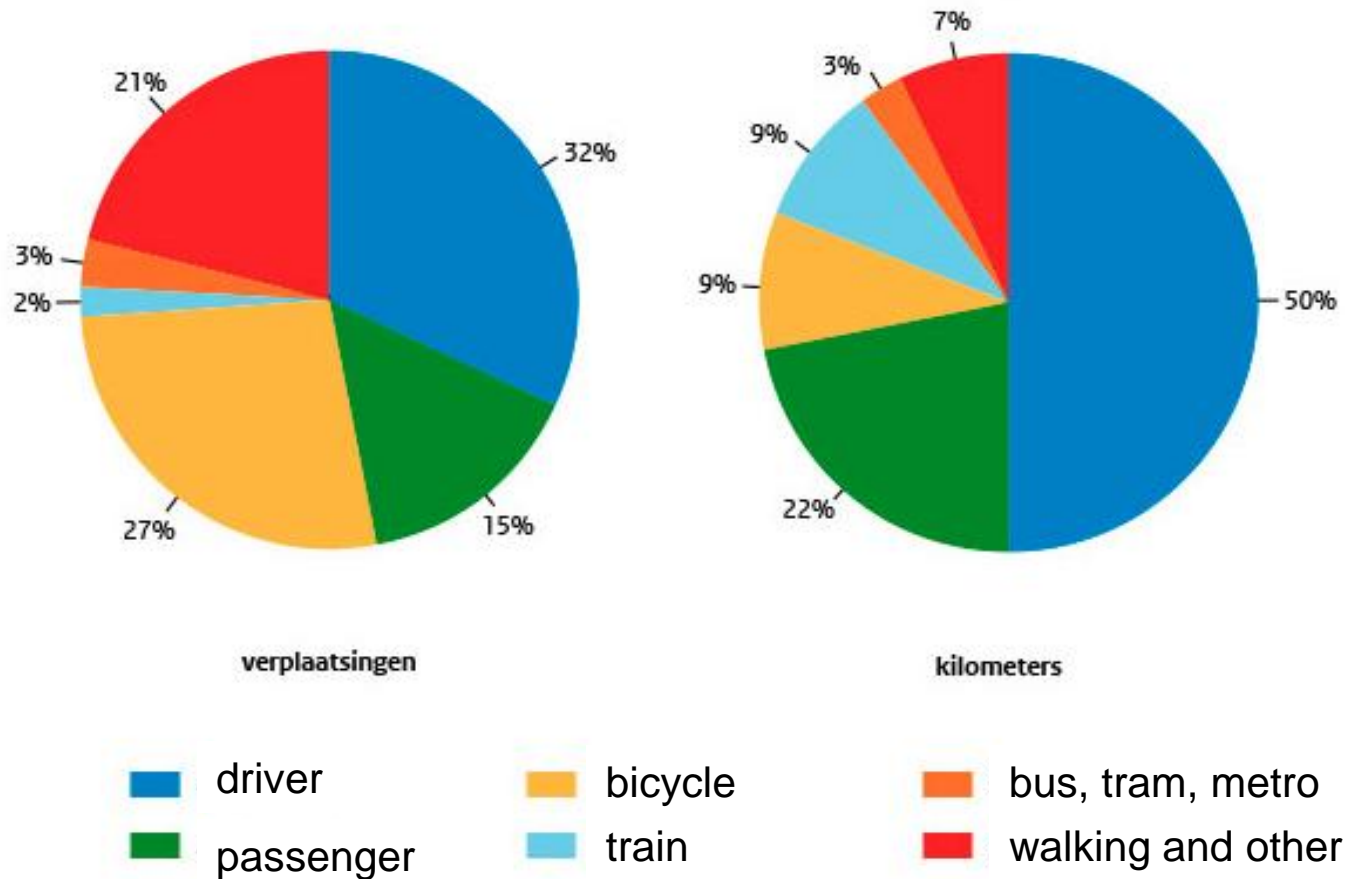
2. Demographics and trends of cycling in the Netherlands

Historical bicycle modal share

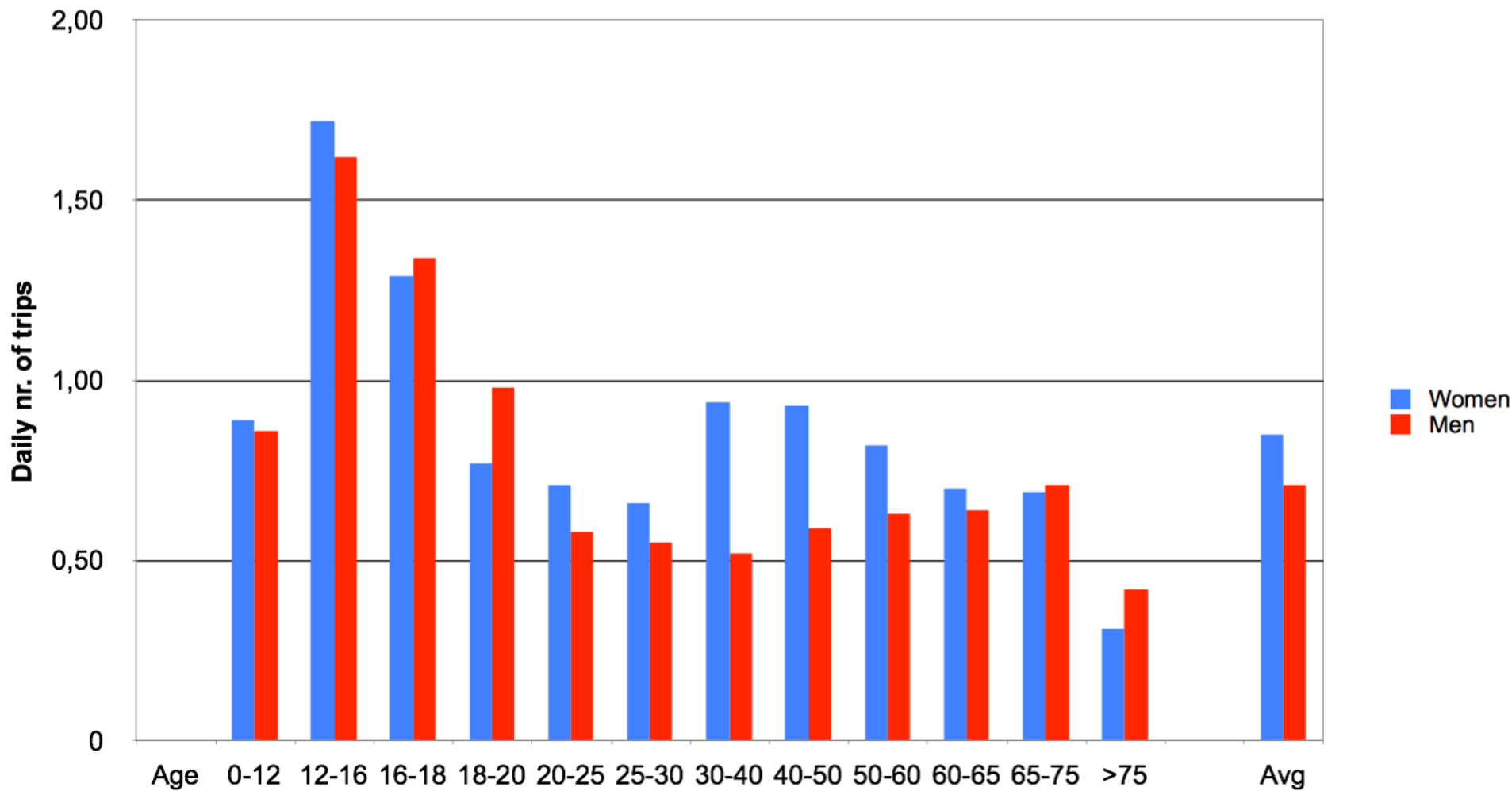


Dutch Cycling Embassy

Modal split in the Netherlands (2015)

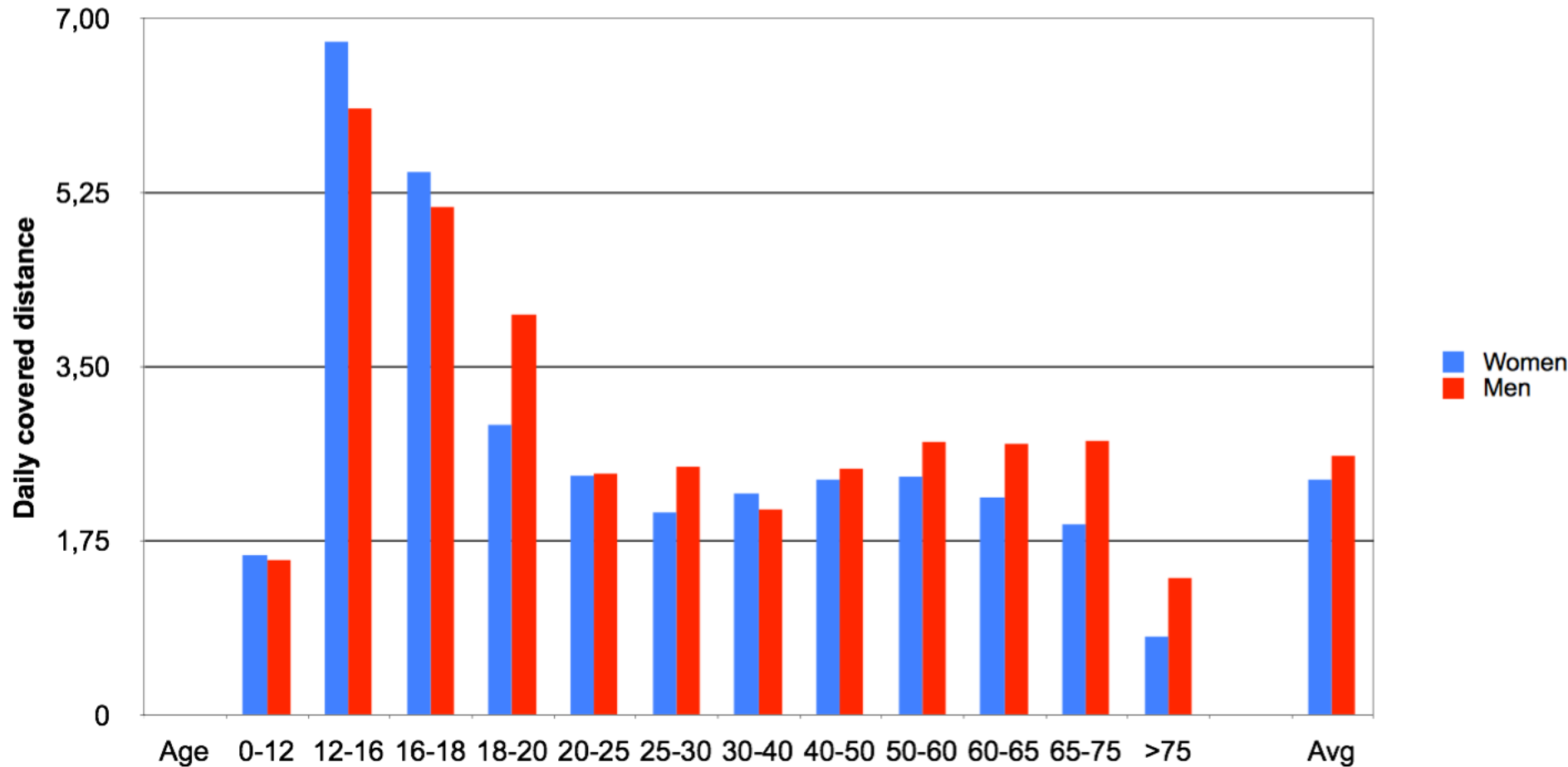


Average daily number of trips by bicycle (age and gender)



Source: RWS/AVV 2005 /MON 2005

Average daily distance by bicycle (age and gender)

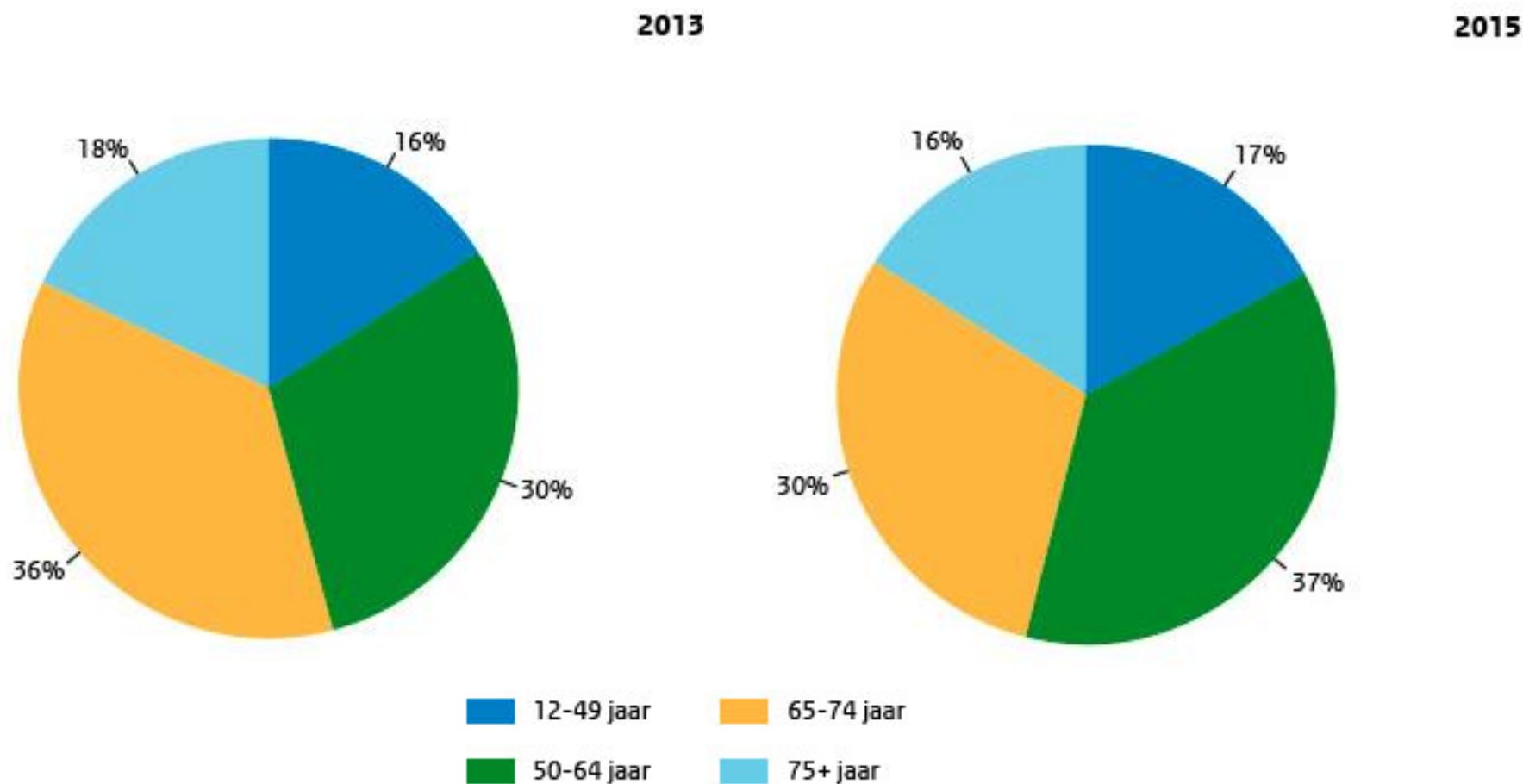


Source: RWS/AVV 2005 /MON 2005

Growth in cycling 2005 - 2015

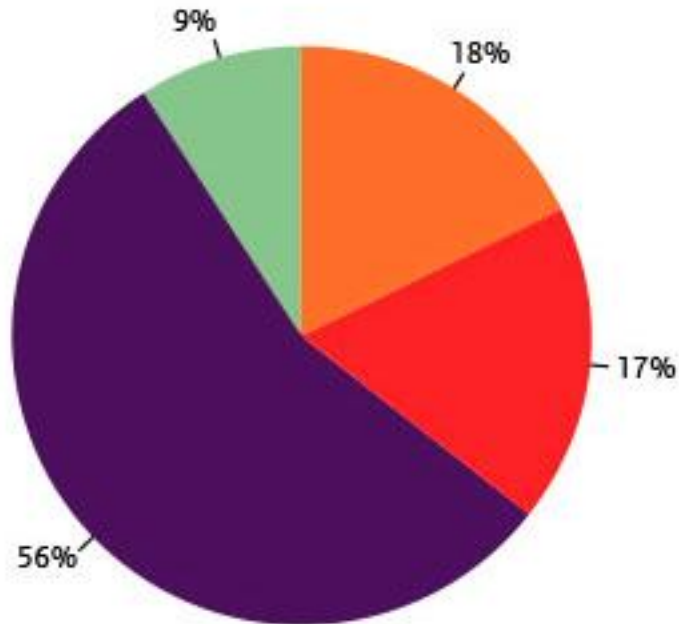
- 11% more km's cycled
- More people cycle, and all together people on bikes go more often and further
- Especially a growth in recreational cycling, cycling to education and commuting.
- Decline in cycling to shops.

% of km's cycled with e-bikes 2013 – 2015 by age group

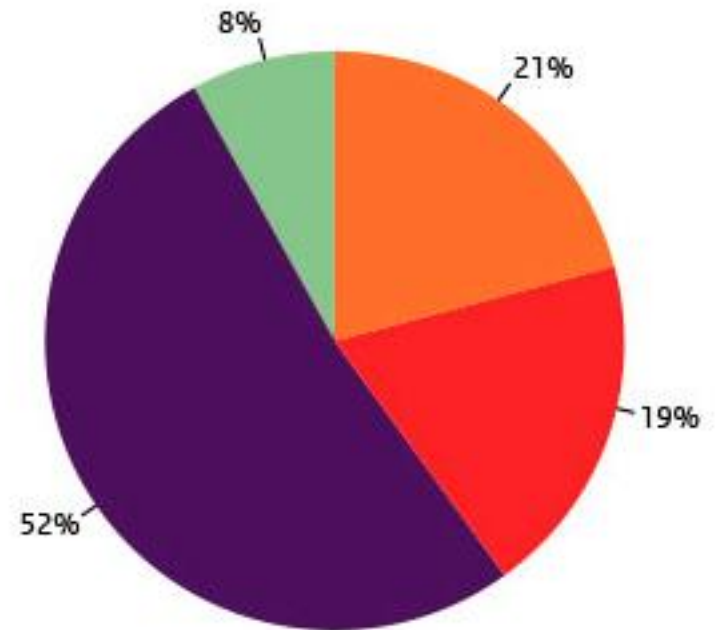


% of km's cycled with e-bikes 2013 – 2015 by motive of trip

2013



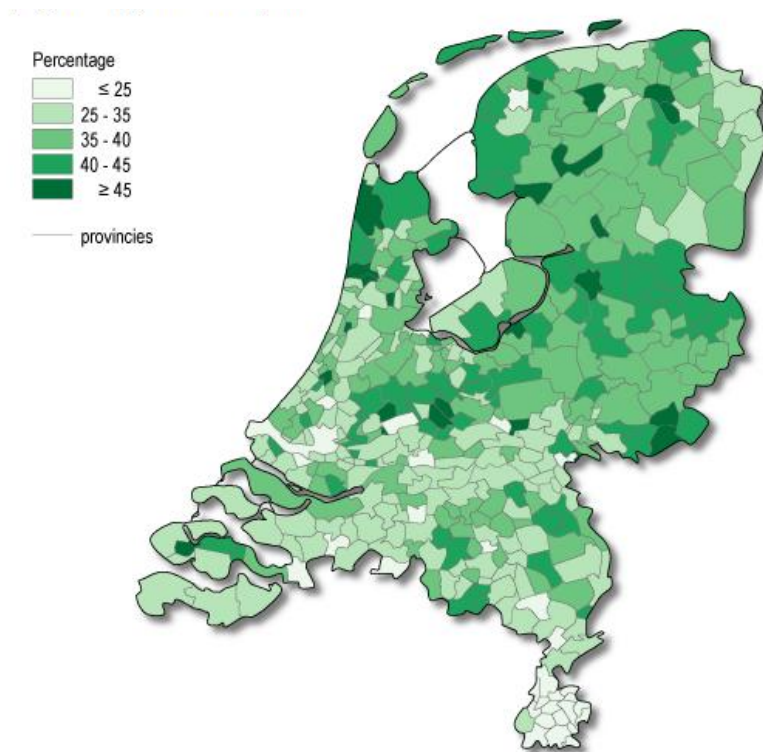
2015



 work	 spare time
 shopping	 other

Regional differences

Bicycle use in cities and towns, 2010-2013, trips <7.5 km



Bron: CBS - Onderzoek Verplaatsingen in Nederland (OVIN) [\[link\]](#)

Adolescents cycle more and use transit more, less use of cars

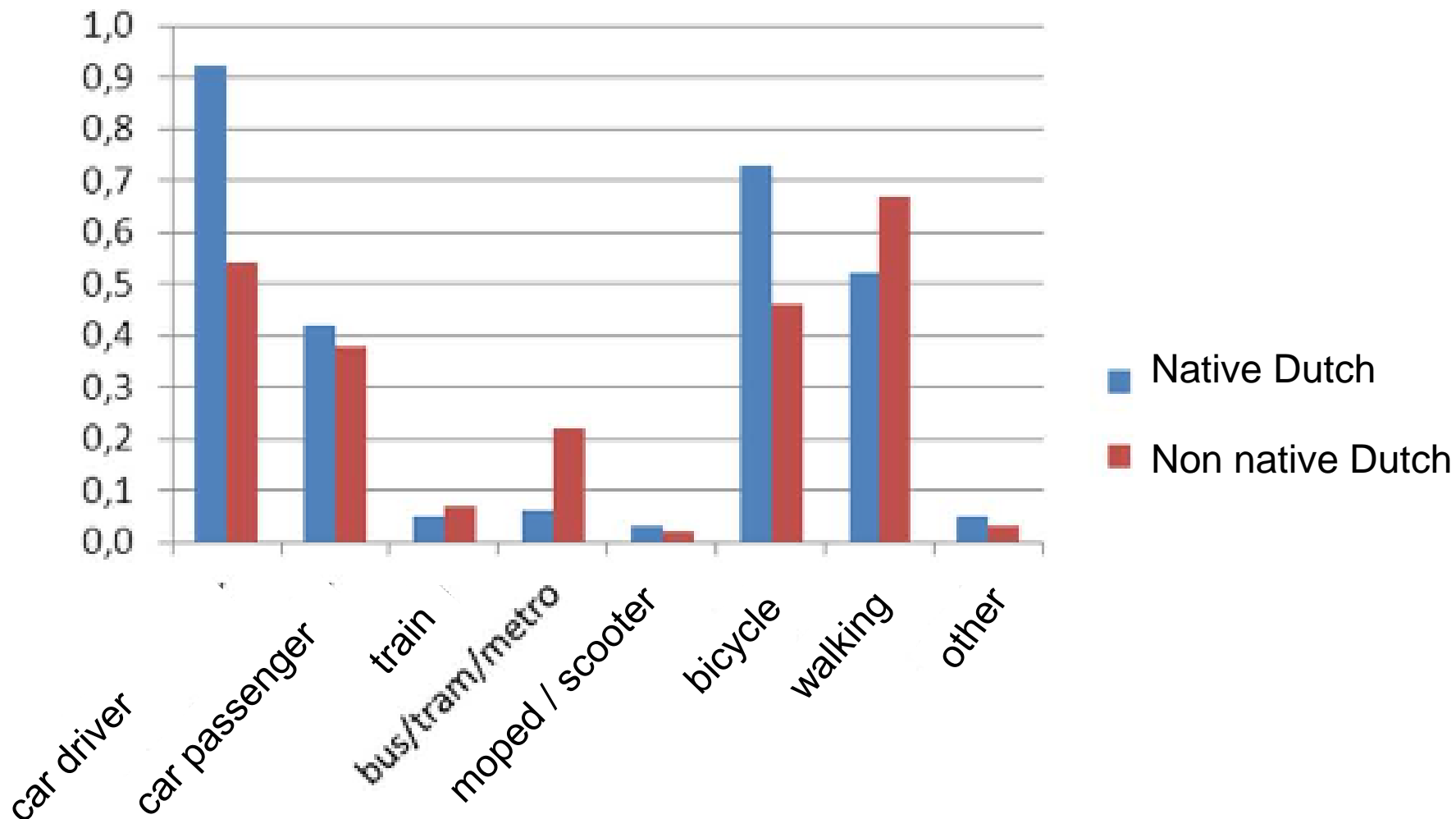


Baby boomers cycle more and further; almost 50% of all bike trips are by 65+; they use transit less



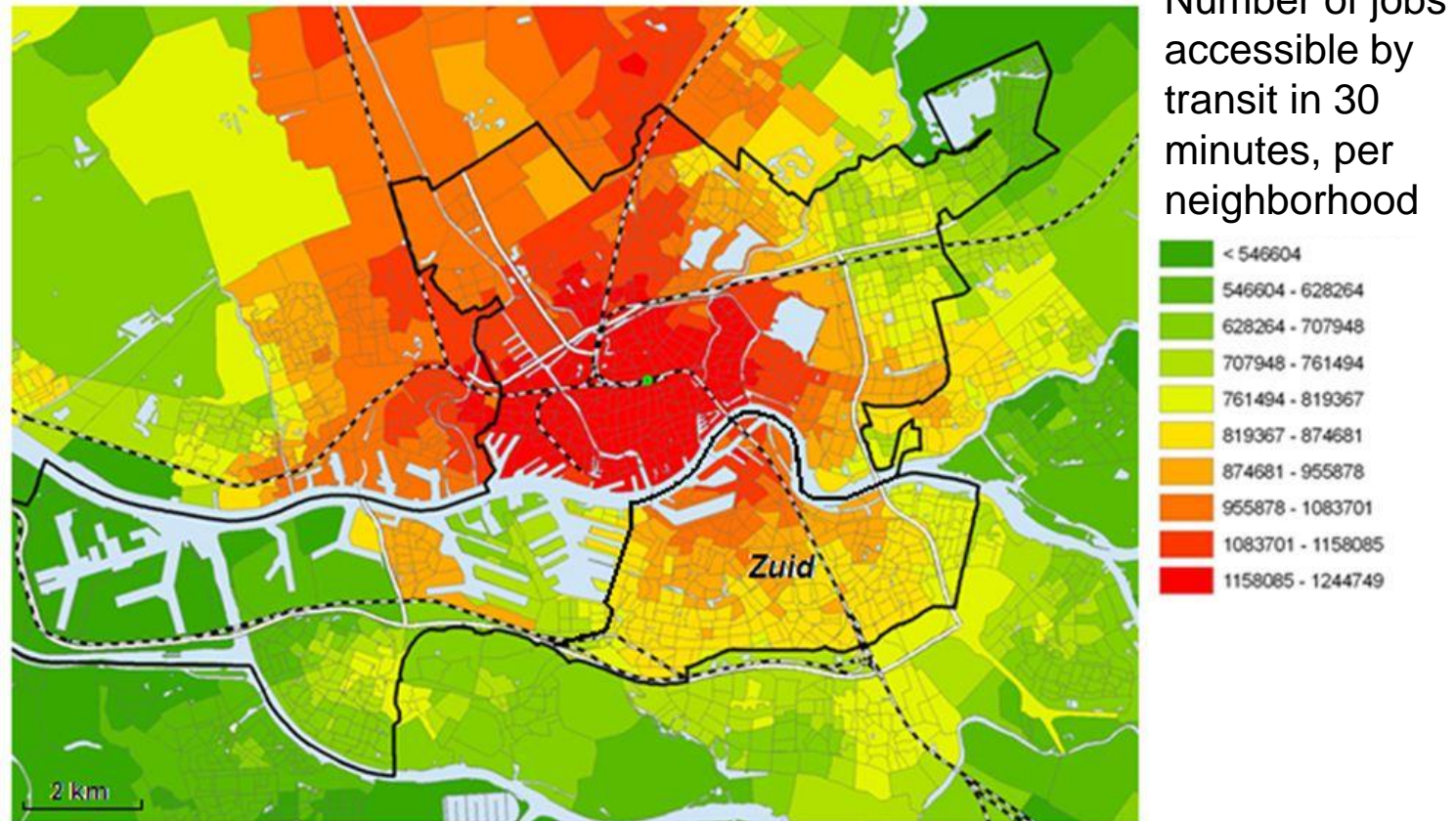
3. Equity and Cycling in the Dutch context

Ethnic background & mobility patterns



Transport Poverty in Rotterdam South

Accessibility of jobs



Non western immigrant women use the bicycle for 20% of their trips, compared to the Dutch average of 27%





<https://www.theguardian.com/cities/2016/apr/28/utrecht-cycling-lessons-refugees-riding-bike-feel-dutch>



4. *The Future of Cycling*

Meet the Cycling Family - the 'omafiets' and more!



bell
bel



chain
ketting



charing
tandwiel



Bicycle stand
fiets standaard

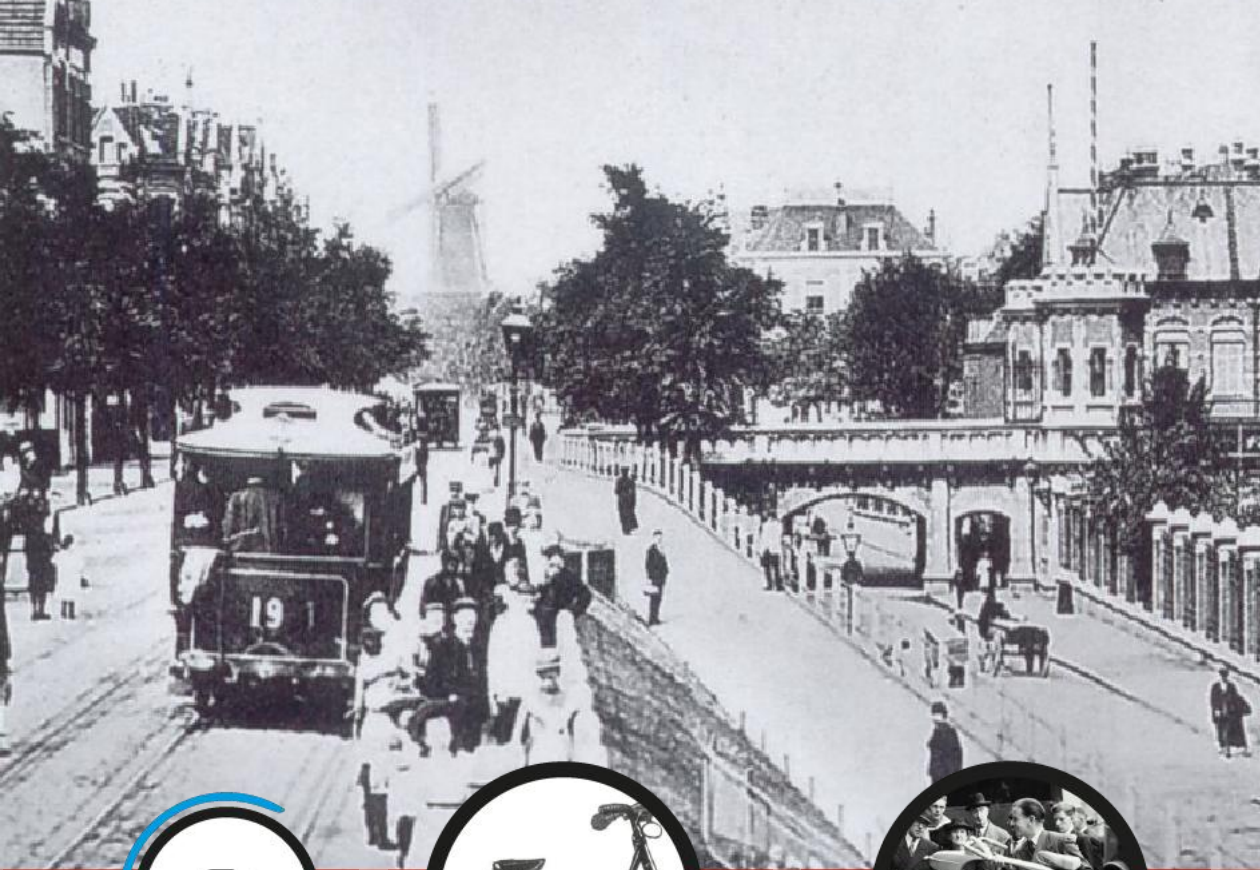


gear lever
versnelling



inner tube
binnenband





1885



1897



1946



1998

Electric bicycles have been around for a while



Meet today's Cycling Family

E-bikes



E-cargo bikes, tandems, ...





E-scooters





Walking or biking or ...?

Shared mobility



Navigation



City logistics



Speedpedelec





*We all want to ride safely on connected,
comfortable and attractive routes*

Thank you!

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*Cycling
Cultures*



Edited by Peter Cox

APBP Webinar on Women Cycling: Bicycling for a Lifetime
2016-05-12: <https://www.youtube.com/watch?v=ts66pjZZulw>

The Bikenerds Podcast 2016-06-31:
<http://www.thebikenerdspodcast.com/angela-van-der-kloof-073116/>

Chapter 4 in Cycling Cultures: 'Lessons learned through training immigrant women in the Netherlands to cycle' - University of Chester Press



Dutch Cycling Embassy

- > www.dutchcycling.nl
- > info@dutchcycling.nl